December 11, 1996

RSM's
Dan
Jim P
Al
Fritz
EP

TO: Ms. L. J. Beasley, Mr. J. W. Best, Mr. D. L. Bomgardner, Ms. C. A. Coyle, Mr. P. J. Cundari, Mr. J. V. Maguire, Mr. G. C. Pennell, Mr. R. M. Sanders, Mr. M. W. Shaw, Mr. O. Sorensen, Mr. D. L. Wilmesher, Mr. K. Whitehurst

FROM: E. M. McAtee

SUBJECT: **B&H NON-MENTHOL PROMOTION - MAY '97**

Objective: Increase trial and build loyalty. Improve visibility at retail.

Promotion: B&H Non-Menthol B2G1F

Styles: B&H FF, FF M, Lt, UL Regular

Timing: 4/28/97 - 5/25/97

Markets: Orlando, Miami

Outlets: Urban and suburban pack accounts where B&H share is greater than 2.52%.

Distribution: Distributor Assembly and Delivery recommended

Payment: Standard DAD payment

Quantity: 112,640 deals; 2,816 kits; 4.5M stix

Display Configuration: 40 deals per kit. Gravity fed.

Ed

E. M. McAtee

EMM:tig

cc: Ms. P. S. Cohen, Mr. R. S. Keith, Mr. J. R. Moore, Mr. J. D. Weber, FI

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Source: https://www.industrydocuments.ucsf.edu/docs/nrdn0000